



NEWS RELEASE

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Vio announces new release of Vio Certified Soft Proofing

Following extensive market testing and development, Vio will next month release a streamlined new version of its highly successful and ground-breaking soft proofing ad delivery solution, Vio Certified Soft Proofing (VCSP).

Richard Horwood, Chairman of Vio, explains: "In the original release, it was important that the repro studio operators could see all the moving parts. Moving to a fully online combined preflighting, proofing and delivery solution was a radical innovation for all parties in the colour advertising supply chain. For years, brand owners and publishers alike have insisted that high value colour advertising in national newspapers and magazines had to be supported by carefully manufactured hard-copy 'contract' proofs. Vio Certified Soft Proofing changed this.

"VCSP 2 automates a lot of the basic steps in the process, now that the market is comfortable with the results. We can now more easily integrate the solution with sophisticated workflows inside the repro studios. We can also address variations in the way different publishers work, which is essential now that multiple publishers are going live with the solution.

"The result is a much slicker solution with just a single desktop icon that automatically triggers the entire process, making it much easier and quicker to use."

Vio's soft proofing experts will be contacting all VCSP customers in the coming weeks to install the upgraded solution, ready for the launch of new publishers adopting the solution.

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Further information about Vio Certified Soft Proofing and other Vio Digital Supply Chain solutions is available at www.vio.com.

About Vio Certified Soft Proofing:

Vio Certified Soft Proofing combines colour-managed soft proofing on remotely calibrated monitors, with preflighting, Certification, and automated delivery of advertisements. The solution enables advertising prepress suppliers not only to collaborate rapidly with their colleagues and clients on ad creation, but also to ensure that only correctly preflighted and Certified ads are proofed, and that only approved ads are submitted to the publisher, together with all the relevant submission information. VCSP is the only solution that enables contract soft proofing of colour ads, as it is the only solution that remotely records the calibration of the monitors on which the ads are proofed.

About Vio Worldwide:

Vio Worldwide provides solutions to streamline and brand digital supply chains. The tools to achieve this include: customer-facing service portals; automated page composition; digital asset management; automated, remote preflighting solutions; colour-managed soft proofing; standards-based integration of business and production systems, including insertion management and booking reconciliation; securely managed, tracked and automated online delivery; and innovative network design and outsourced 24/7 network management.

Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF, AdsML and SPACE/XML.

Vio Worldwide is part of London Merchant Securities plc (www.lms-capital.co.uk), a UK-based quoted company with £1 billion in assets.

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